

## Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CCO-00 CIAE-00 OTPE-00  
FCC-02 INR-07 NSAE-00 OC-06 USIA-15 COME-00  
BIB-01 DODE-00 PM-05 H-02 L-03 NSC-05 PA-02  
PRS-01 SP-02 SS-15 /087 W  
-----129477 122035Z /43

R 121420Z JAN 78  
FM AMEMBASSY STOCKHOLM  
TO SECSTATE WASHDC 2749  
INFO AMEMBASSY COPENHAGEN  
AMEMBASSY HELSINKI  
AMEMBASSY OSLO

UNCLAS STOCKHOLM 0146

E.O. 11652: N/A  
TAGS: ETEL, AS, GW, UK, CA, FR, IT, JA, AU, SW  
SUBJECT: OFFICIAL REACTION TO TELEPHONE SOLICITATION IN SWEDEN

REF: 77 STATE 304252

1. IN RESPONSE TO REFTEL, THE FOLLOWING INFORMATION ON  
TELEPHONE SOLICITATION IN SWEDEN HAS BEEN OBTAINED FROM  
OFFICIAL SWEDISH SOURCES:

2. AT THE PRESENT TIME THERE IS NO LEGISLATION PROHIBITING  
TELEPHONE SOLICITATION IN SWEDEN EITHER BY INDIVIDUAL  
OPERATORS OR BY AUTOMATED DIALING EQUIPMENT. IN 1972, A  
LAW WAS ADOPTED (HEMFORSALJNINGSLAG-HOME SOLICITATION  
LAW) WHICH CONTROLS AND REGULATES HOME SOLICITATION BY  
DOOR-TO-DOOR SALESMEN, OR DOOR KNOCKERS (DORRKNACKARE) AS  
THEY ARE USUALLY CALLED IN SWEDEN. IT WAS INTRODUCED PRI-  
MARILY BECAUSE OF THE GROWING NUMBER OF COMPLAINTS FILED  
WITH THE NATIONAL CONSUMER INSTITUTE BY PERSONS WHO HAD  
COMMITTED THEMSELVES TO MAKE PURCHASES FROM OVER-AMBITIOUS  
"DOOR KNOCKERS" OF ARTICLES THEY DID NOT ACTUALLY NEED.  
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ACCORDING TO THE NATIONAL CONSUMER INSTITUTE-A GOVERNMENT  
AGENCY WHOSE PRIMARY FUNCTION IS TO PROTECT CONSUMER INTER-  
ESTS-AN OFFICIAL INVESTIGATION IS UNDER WAY WITH THE  
INTENT OF EXTENDING THE HOME SOLICITATION LAW TO INCLUDE  
TELEPHONE SOLICITATION. AN INSTITUTE OFFICIAL CONCEDED  
THAT TELEPHONE SOLICITATION BY INDIVIDUAL OPERATORS IS  
BECOMING RELATIVELY COMMON IN SWEDEN, BUT THAT USE OF AUTO-

MATED DIALING EQUIPMENT, AS DESCRIBED IN THE REFERENCE, HAS NOT YET BEEN INTRODUCED. THE OFFICIAL CONSULTED EXPRESSED THE PERSONAL VIEW THAT THE INSTITUTE WOULD PROBABLY NOT LOOK UPON SUCH DIALING DEVICES WITH APPROVAL INASMUCH AS THEY COULD ENCROACH UPON THE PRIVACY AND INTEGRITY OF TELEPHONE SUBSCRIBERS.

3. OPERATION OF PUBLIC TELEPHONE SERVICES IN SWEDEN IS A GOVERNMENT MONOPOLY. ANY KIND OF EQUIPMENT DESIGNED FOR INCORPORATION WITH THE PUBLIC TELEPHONE NETWORK MUST FIRST BE INSPECTED AND APPROVED BY THE NATIONAL TELECOMMUNICATIONS ADMINISTRATION. WHEN ASKED FOR ITS APPROVAL OF SUCH EQUIPMENT, THE ADMINISTRATION CONSIDERS ONLY THE TECHNICAL ASPECTS TO ENSURE THAT THE EQUIPMENT FULLY COMPLIES WITH THE ESTABLISHED SWEDISH STANDARDS. THE ADMINISTRATION, ACCORDING TO A HIGH-RANKING OFFICIAL CONSULTED, WOULD NOT REPEAT NOT TAKE INTO ACCOUNT THE POSSIBLE ENCROACHMENT UPON PERSONAL PRIVACY WHICH USE OF SUCH EQUIPMENT MIGHT ENTAIL. IF SUCH EQUIPMENT WERE TO PASS THE INSPECTION, THE ADMINISTRATION COULD NOT PREVENT ITS USE EVEN THOUGH IT THEORETICALLY COULD EASILY DO SO BY WITHHOLDING ITS APPROVAL. IT IS CONCEIVABLE, ON THE OTHER HAND, THAT THE ADMINISTRATION WOULD STALL THE APPROVAL INDEFINITELY IF THAT IS FELT TO BE IN THE NATIONAL INTERESTS.

4. NONETHELESS, THE USE IN SWEDEN OF AUTOMATED DIALING  
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EQUIPMENT FOR TELEPHONE SOLICITATION WILL NOT BECOME AN ISSUE UNTIL SUCH EQUIPMENT HAS BEEN APPROVED FOR USE IN THE PUBLIC TELEPHONE NETWORK. SHOULD THAT EVENTUALLY OCCUR, TO THE DETRIMENT OF CONSUMER INTERESTS, THE NATIONAL CONSUMER INSTITUTE MAY BE EXPECTED TO INTERVENE BY REQUESTING THE PASSAGE OF APPROPRIATE LEGISLATION AIMED AT PUTTING A STOP TO SUCH SALES METHODS.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TELEPHONES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 jan 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
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**Subject:** OFFICIAL REACTION TO TELEPHONE SOLICITATION IN SWEDEN  
**TAGS:** ETEL, AS, GE, UK, CA, FR, IT, JA, AU, SW  
**To:** STATE  
**Type:** TE  
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